



M.I. Hummel Company

2011 Traditional Retailers Co-Op Advertising Program All Brands

*Minimum Qualifying Requirement:
\$5,000 Net M.I. Hummel Shipments in 2010*

1. Co-op dollar amounts for the retailer will be determined against current net shipping dollars, beginning January 2nd of each year. Our offer of Co-op is 5% of net *Brand* shipments, in the form of a credit memo, not to exceed 50% of the cost of an advertisement. For example, if in 2011 net shipments are \$15,000, the total Co-op amount available would be \$750.00 provided all advertisements total \$1,500 or more.
2. Accounts must submit the attached M.I. Hummel Company Co-op Approval form at least six weeks in advance of their publication date to ensure the Co-op claims will be honored. **Advertising that is placed without the prior approval of M.I. Hummel is done at the accounts' risk. M.I. Hummel retains full authority to approve or deny applications for Co-op, or Co-op claims.**
3. Approval guidelines are as follows:
 - Co-op may not be approved for any advertising that makes references to discounts or reflects comparative price information.
 - Advertising must be brand specific.
 - Advertising should be exclusive to M.I. Hummel Company product lines.
 - M.I. Hummel provided ad mats will be given approval priority.
 - All print ads for the brand specified **MUST** bear the special trademark line in a reasonable orientation (horizontal or vertical) as follows:
 - **M.I. Hummel:** M.I. HUMMEL®, Hummel ® and M.I. Hummel Club ®, in signature and/or block forms, are registered trademarks of Manufaktur Rödental GmbH, Germany. M.I. Hummel figurines, plates and bells are copyrighted products. All products of Manufaktur Rödental GmbH, Germany, are design-patented and copyright protected. All trademarks are registered. © 2011.
4. Direct mail production costs, flyers and post cards are considered to be part of the M.I. Hummel Co-op offer provided that the appropriate postage receipts are submitted. Postage costs are not reimbursable.
5. Co-op can include all print media, television, or radio.
6. Co-op dollars must be used; they cannot be "netted" to an account. Any unused Co-op dollars cannot be used as a credit to an account. Co-op dollars will not accrue beyond the calendar year.
7. The M.I. Hummel Sales Department will be responsible for all Co-op administration and record keeping, including approvals.
8. Co-op reimbursements in the form of credits to an account will be reconciled by M.I. Hummel throughout the year on an on-going basis. All credit will be issued by the end of the First Quarter 2012. Dealers must submit claims for Co-op within three months of the ad run date. Any Co-op information that is submitted incomplete will be returned to the sender. **The deadline for final submission of Co-op is December 31, 2011.** If December advertising bills are not available by December 31, 2011, retailers must submit a co-op cost estimate to M.I. Hummel Sales Department by 12/31/11. Actual bills with copy of tear sheet must follow within 30 days.
9. Final Co-op claims must include the M.I. Hummel Co-op Approval form, and either proof of tear sheet, radio script or VHS/DVD copy of television commercial and appropriate invoice copies from the media used to support the Co-op claim.

M.I. Hummel Company
CO-OP APPLICATION APPROVAL FORM

Brand: _____

Account Name: _____

Account Number: _____

Account Manager: _____

Date: _____

Account Contact: _____

Title: _____

Ad Run Date: _____

Media: _____

How Long Will Ad Run? _____

No. of Stores: _____

Is M.I. Hummel Ad Mat Used? Yes No Ad Mat Code: _____

Ad Layout Attached? Yes No

Estimated Ad Cost Excluding Production and Postage: _____

Samples Needed for Photography? Yes No Sample Due Date: _____

Samples Return Date: _____

Photography Address: _____

RETURN TO:

M.I. Hummel Company
3705 Quakerbridge Road
Suite 105
Mercerville, NJ 08619
Attention: Sales Department

INTERNAL USE ONLY:

Date: _____

Net Sales YTD: _____

Ad Layout Approved? Yes No

Co-Op \$ Available? Yes No

Approved By: _____

Co-Op Preapproved? Yes No

Date Approved: _____

Credit Status: _____

Ad Not Approved? _____

Reason: _____